

## Sixth area facility is opened

# Target Stores "right on target" with expansion

Target Stores' Chairman Ken Macke of Minneapolis was in Houston for the official ribbon cutting opening of Target's sixth area store Monday at 10040 New FM 1960 at the Humble exit, Eastex Freeway.

Macke said that Target is "right on target" with its expansion plans for the Houston metropolitan area. The new Humble Target will shortly be joined by a seventh Target location on I-10 East near Federal Road next spring.

A total of 10 to 12 stores are currently planned but Macke, who also serves as a director of Target's parent firm, the Dayton-Hudson Corp., noted that if Houston continues to outstrip growth predictions other stores will be a must for the area.

Target's fifth store only opened last fall on FM 1960 at Steubner-Airline. The move for further expansion is in the suburban areas where young families live who are both value and fashion-conscious, said Macke.

Target Stores are so arranged for these young families, who seem to be so rushed for time these days.

For example, the Trim A Tree department at the new Target store is located adjacent to one of the largest toy selections available anywhere to make shopping more convenient and easy in the self-service store for the entire family.

All toys have been tested for safety by Target testing laboratories, in line with a company policy to test all merchandise in determining quality and safety, said Macke.

These standards, he noted, exceed federal standards for safety. The merchandising concept is a part of the Target Store philosophy of serving the basic needs of the consumer.

"Consumerism is smart business," commented Macke. You have to keep earning the right for the customer to return to your store."

The Target chairman, who played quarterback for three years for Drake, has a pragmatic philosophy, too, about the customer and fair dealing. After all, he said, "it's their money," and the clean stores are reflective of an idea that "after all, the customer is a guest in our house."

A plain, simple approach to displaying merchandise best suits the needs of shoppers, who have limited time.

For example, large display signs locate specified areas of emphasis. The customer seeking the records department may instantly recognize the area. No decorative frills eliminate confusion and is distracting.

Target's management does not consider the department-store oriented firm's operation as a mere seller of a manufacturer's goods day to day. The extensive testing program insures that what is offered is top quality merchandise where customers may save substantially.

Professional buyers are consumer-minded as to quality and durability of product.

Target's guarantee policy on goods is as "hassle free" for the customer as possible. Prominently displayed above the counters is this note from Target to its customers:

"We want you to be satisfied. If you are not satisfied with something you bought here, please return it, and we will fix it, exchange it, make an adjustment, or cheerfully give you your money back.

We want you to be satisfied." Departments include sporting goods with a large selection of bicycles, hunting and fishing equipment;

Camera-Sound area with film service, large selection of records, 8-Track Stereo Tapes and Cassette Stereo Tapes; Auto Supplies and a five-bay, 4-lift and front-end rack stall area with two mechanics for replacement parts; Infants Department, Housewares, Stationery, Health-Beauty, Pharmacy, Paint-Hardware, Men's Wear, Girls' Wear, Shoes, Accessories, Boys' Wear, Home Furnishings, Lingerie, Jewelry, Juniors, Misses,

Customer Service, Restaurant and Bake Shop.

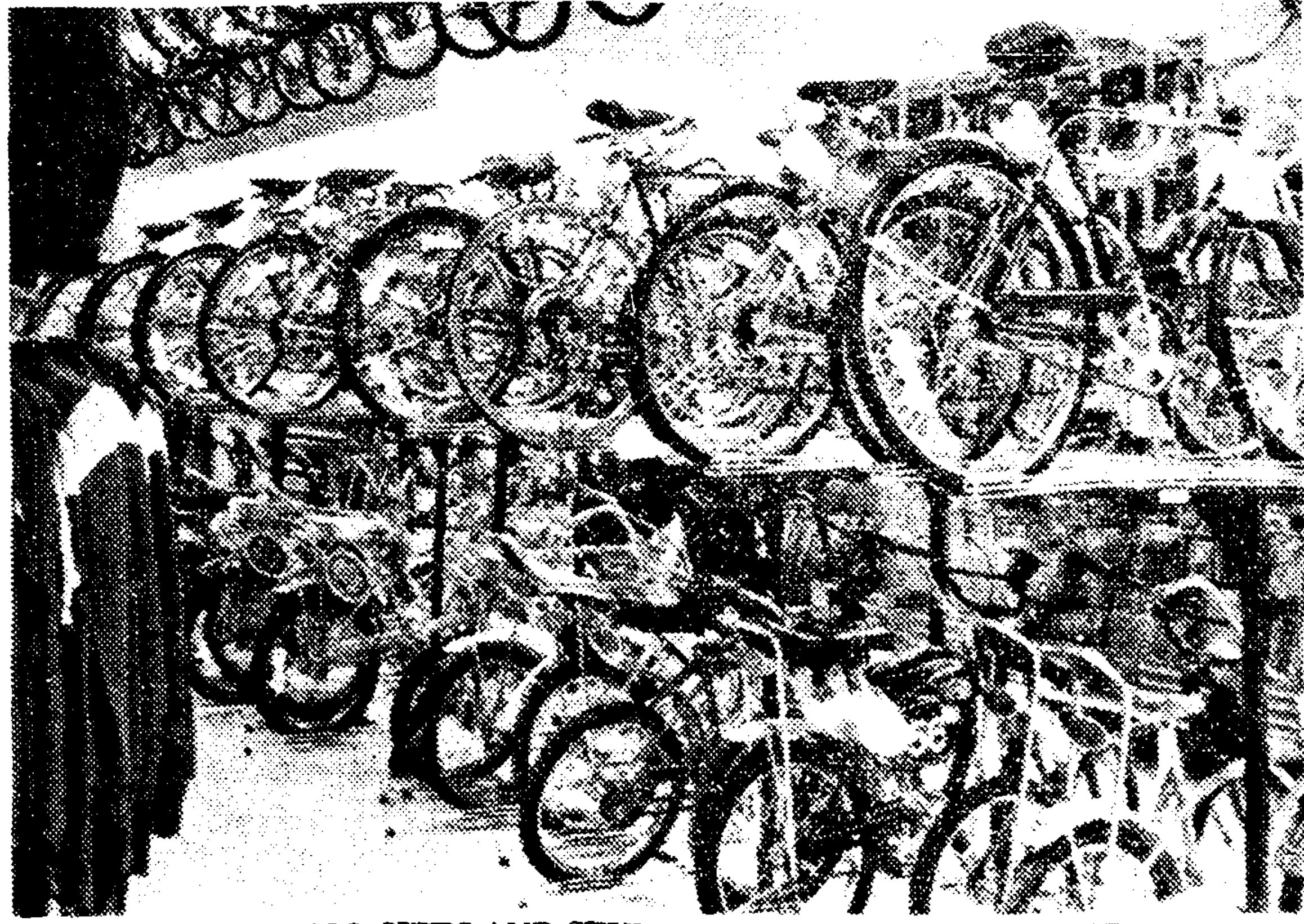
A large landscaped parking area fronts the store. Special areas have been reserved for the handicapped.

New store manager is Ron Nelson. Among those also assisting with the official opening were Leigh Stelmach, district manager; Jack Doyle, regional manager; and cutting the ribbon, Dr. H. E. McKay, mayor of the City of Humble.



OFFICIALS OPEN LATEST TARGET STORE IN HOUSTON AREA

Dr. H. E. McKay, mayor of Humble, cuts ribbon; to his left are Ken Macke, Target Store Chairman, and Jack Doyle, Regional Manager. To McKay's right are Ron Nelson, Store Manager, and Leigh Stelmach, District Manager.



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